



This *pdf* version of the City's FY 12-13 application materials is provided for informational purposes **ONLY**, as applications for FY 12-13 funding **MUST** be submitted **ONLINE** at [www.citydataservices.net](http://www.citydataservices.net)

**The FY 12-13 application deadline is 5pm, Wed., October 12, 2011.**  
**Late applications will not be considered.**

This year, there is only one "common" application regardless of whether your agency is applying for CDBG or Social Services funding. Applicants are strongly encouraged to read the instructions completely before starting the application.

#### **HOW TO ACCESS THE ONLINE APPLICATION FOR FY 12-13 FUNDING**

**CURRENTLY-FUNDED AGENCIES:** Agencies that are currently funded (in FY 11-12) that wish to apply for FY 12-13 funding will find the FY 12-13 application under their "Reports" tab when they log onto [www.citydataservices.net](http://www.citydataservices.net).

**NEW APPLICANTS:** Agencies that are NOT currently funded, should log onto [www.citydataservices.net](http://www.citydataservices.net) and use **HAY2012** (case sensitive) as both their *UserName* and *Password*. Applicants will be prompted for some basic information and then issued a unique *UserName* and *Password*. By logging on with these new credentials, the FY 12-13 Application for Funding may be accessed.



## FY 12-13 COMMON APPLICATION INSTRUCTIONS

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- SOCIAL SERVICES — HOUSING RELATED
  - SOCIAL SERVICES — GENERAL
  - AFFORDABLE HOUSING
  - HOUSING REHABILITATION
  - NON-PROFIT FACILITIES
  - ECONOMIC DEVELOPMENT
  - COMMERCIAL REHABILITATION
  - TRAVEL TRAINING / VOLUNTEER  
DRIVER PROGRAMS (PARATRANSIT)
  - NEIGHBORHOODS, ARTS, & EVENTS
- 

### CITY OF HAYWARD

COMMUNITY SERVICES DIVISION

777 B STREET, 2ND FLOOR

(510) 583-4247

WEBSITE: [WWW.HAYWARD-CA.GOV](http://WWW.HAYWARD-CA.GOV)

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This document can be made available in alternative accessible formats upon request (in accordance with the Americans with Disabilities Act of 1990). Please request the desired accommodation by calling:

**City of Hayward  
Community Services Division**

(510) 583-4247 (Voice)  
TDD: (510) 247-3340  
FAX: (510) 583-3650  
E-mail: [CDBGinfo@hayward-ca.gov](mailto:CDBGinfo@hayward-ca.gov)

*Electronic copies of these materials are available to download on the City of Hayward's website:*  
<http://www.hayward-ca.gov>

**City of Hayward**  
**FY 12-13 Common Application for City Funding**

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**City of Hayward**  
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**FY 12-13**  
**Funding Process Calendar**

<u><b>Month</b></u>	<u><b>Day / Date</b></u>	<u><b>Activity /Events</b></u>
<b>Aug. 2011</b>	Sat., August 20, 2011	30-Day Notice of Funding Availability published in <i>The Daily Review</i> .
<b>Sept. 2011</b>	Wed., Sept. 21, 2011	<b>7-7:30pm Funding Forum</b>
<b>Oct. 2011</b>	<b>Wed., Oct. 12, 2011</b>	<b>5pm <u>ONLINE</u> APPLICATION DEADLINE</b> <b>LATE SUBMISSIONS WILL NOT BE ACCEPTED</b>
	Fri., October 14, 2011	Applications distributed to Community Services Commission (CSC).
<b>Nov. 2011</b>	To Be Determined by CSC	Application Review Committee (ARC) Interviews: Housing and Housing Rehabilitation, Nonprofit Facilities, and Economic Development Applications
	<b>Wed., Nov. 16, 2011</b>	<b>7pm: CSC's DRAFT Funding Recommendations for <i>Housing and Housing Rehabilitation, Nonprofit Facilities, Commercial Rehabilitation, and Economic Development Applications</i></b>
<b>Dec. 2011</b>	To Be Determined by CSC	Application Review Committee (ARC) Interviews: Social Services Applications (housing-related and general)
<b>Jan. 2012</b>	To Be Determined by CSC	Application Review Committee (ARC) Interviews (continued): Social Services (housing-related and general) Applications
<b>Feb. 2012</b>	<b>Wed., Feb. 15, 2012</b>	<b>7pm: CSC's DRAFT Funding Recommendations for <i>Housing-Related and General Social Services Applications</i></b>
		<b>PUBLIC COMMENT PERIOD BEGINS</b> for <i>Housing, Housing Rehabilitation, Nonprofit Facilities, Commercial Rehabilitation, Economic Development, and all Social Services (housing-related and general) Funding Recommendations</i>
	<b>Wed., Mar. 21, 2012</b>	<b>7pm: Public Comment Period Ends</b> <b>CSC Funding Recommendations Finalized</b>
	To Be Determined	30-Day Public Notice of City Council Public Hearing
<b>Apr. 2012</b>	To Be Determined	City Council Work Session
	To Be Determined	City Council FY 12-13 CDBG and Social Services Public Hearing

**City of Hayward**  
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**Overview of the City's Competitive Funding Process**

The Hayward City Council will allocate approximately \$1 million of federal CDBG funds to eligible projects that will be implemented during the period July 1, 2012 – June 30, 2013 (FY 12-13). In addition, subject to availability, Council will allocate funds from other sources including the City's general fund. Funding will be awarded by City Council or according to Council-approved guidelines, at the conclusion of a competitive application process (see page 2).

Prior to preparing and submitting an Application, applicants should be aware of the following eligibility guidelines:

1. Applicants must be nonprofit entities, and must meet the City's Minimum Contracting and Reporting Standards (page 4).

To be eligible for CDBG funding, projects must meet at least **1** of the following HUD National Objectives:

- a. Benefit people whose income is at or below 80% of the area median income (see page 17);
- b. Provide services in a predominantly low-income area (see target area maps, pages 15 & 16);
- c. Eliminate slums and blight.

2. CDBG-funded activities must fall into one of the following Council-approved *Categories of Need*:

- a. Affordable Housing
- b. Housing Rehabilitation
- c. Neighborhood Facilities and Improvements
- d. Public Services (Proposed services **MUST** be housing-related)
- e. Economic Development
- f. Commercial Rehabilitation

3. Activities supported by the City's general fund must benefit exclusively low-income Hayward residents.
4. Projects that clearly support one or more of the **City Council Priorities** (page 5) and/or the City's **Neighborhood Services Initiative** (page 7) will be more competitive than those that do not.
5. Projects that produce ancillary benefits that support one or more of the **City Council Priorities** (page 5) and/or the **Neighborhood Services Initiative** (page 7) by serving the broader Hayward community will be more competitive than those that do not.

**PLEASE NOTE:** A sample CDBG Contract is available for review upon request. CDBG funding is federal in origin, and all applicable federal regulations must be met before, during, and after a funded project is undertaken. Applicants that have not previously received a City of Hayward CDBG allocation are **strongly encouraged** to request a copy of a sample CDBG Contract to familiarize themselves with the contractual and reporting requirements **before** submitting a CDBG application for funding.

**City of Hayward**  
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**City of Hayward Minimum Contracting and Reporting Standards**

Should your agency receive an allocation of City funds, please be advised that in order to execute a contract and receive the funding, your agency will be required to meet these minimum standards:

1. All agencies are required complete and submit a Common Application for City Funding.
2. Complete agendas, minutes, attachments and reports from your agency's six most recent board meetings (leading up to July 1, 2012) will need to be submitted. Throughout the year complete board packets must be provided to the City.
3. A copy of the board's meeting schedule for FY 12-13, and the location where those meetings will be conducted, must be on file at the City.
4. At least three members of the grantee's Board of Directors must reside in or be employed in Hayward.
5. A copy of the board-approved, balanced FY 12-13 agency-wide budget that includes sources and uses - **OR** - a budget and an allocation schedule for FY 12-13 must be on file at the City.
6. A copy of your agency's most recently-completed fiscal audit (may NOT be more than one year old on July 1, 2012). The management letter that accompanied the audit is also required. If there were any findings in the audit, a letter from the board of directors explaining the corrective measures taken to resolve the problem(s) must be provided.

*Agencies that do NOT have a current audit may still apply for City funding, however they must do so under the auspices of an eligible agency that can meet this standard. **The fiscal agent must apply for the funding.** In exceptional circumstances, on a case-by-case basis, this requirement may be waived.*

7. The City requires \$1,000,000 minimum general liability insurance, in addition to other types of insurance policies that the proposed project may require. If your agency received City funding in FY 11-12, this information may already be on file with the City.
8. If this would be the first time your agency received funding from the City, you will be required to submit a copy of the data collection tool you intend to use to meet the City's reporting requirements.

Technical assistance is available upon request. Please email your questions to: [CDBGinfo@hayward-ca.gov](mailto:CDBGinfo@hayward-ca.gov), or contact City staff at the numbers below:

Shauna Darwin	510-582-4247
Dana Bailey	510-583-4252



# Hayward City Council's Priorities FY 2012

## SAFE

- Improve public safety in targeted areas:
  - Downtown; Neighborhoods (SMASH)
  - Entertainment Areas; Retail Areas
  - Schools; BART Stations
- Reduce gang violence in Hayward
  - Develop and implement an improved gang enforcement strategy, including a gang injunction program
  - Enhance Curfew and Truancy Ordinances
  - Support gang prevention and intervention programs
- Develop school partnerships
- Improve disaster preparedness and disaster response in the organization and within the neighborhoods
- Complete and adopt multi-jurisdictional Local Hazard Mitigation Plan

## Organizational Health

- Ensure a safe and healthy work environment
- Complete implementation of the Computer Aided Dispatch and Records Management System
- Select Financial Enterprise/Enterprise Resource Planning (ERP) system and begin implementation
- Improve the organization's ability to apply business process analysis in decision-making
- Redesign the City's website
- Continued staff development and succession planning
- Develop an employee attraction and retention program
- Continue the development, adoption, and maintenance of strategic plans for key functions
  - Finance Function: develop
  - Economic Development: implement
  - Police: update & maintain

## CLEAN

- Strengthen code enforcement citywide (SMASH)
- Implement Neighborhood Partnership Program beyond Phase One
  - Strengthen and expand KHGC Task Force into neighborhood organizations
- Decrease litter in the city
- Decrease illegal dumping
- Prevention and rapid abatement of graffiti
- Improve graffiti prevention through increased use of public art in retail and commercial areas
- Control car sales in the Public ROW
- Reduce and clean up homeless encampments and address related issues
- Eliminate blight throughout the RDA

## Land Use

- Continue implementation of the 238 Settlement Agreement
- Resolve all zoning and related issues in the 238 Corridor and develop a land disposition strategy
- Adopt and implement Form-Based Codes for:
  - South Hayward BART
  - Mission Boulevard Corridor Specific Plan
- Improve gateways and corridors
- Continue implementation of South Hayward BART TOD project
- Revise the City's Sign Ordinance
- Update Downtown Plan
- Plan for update of the General Plan
- Continue implementation of Airport development projects including CA Air National Guard reuse
- Continue to implement Historic Preservation Program elements
- Develop housing strategy & implementation plan
- Pursue and support City Center project

## GREEN

- Continue implementation of Climate Action Plan
- Increase Hayward's sustainability as a community
  - Fund and implement residential and commercial energy efficiency, photovoltaic, and hot water solar programs
- Continue development of residential and commercial energy conservation programs
- Position Hayward and gain recognition as a 'Healthy City' under the national and state program
- Increase use of clean and green energy such as solar photovoltaic and bio-gas to energy production at utility facilities
- Increase use of recycled water

## Fiscal Stability

- Implement programs to resolve long-term, structural deficit
- Protect local revenues
  - Increase community property values
  - Increase academic performance in Hayward schools in partnership with HUSD and the community
  - Broad, market, and promote the community of Hayward
- Strengthen and protect Hayward's business community
  - Engage in and succeed at aggressive economic development
  - Protect and promote Hayward's industrial base
  - Strengthen Chamber and business-industrial partnerships
- Seek and secure outside funding:
  - Grants; Appropriations; Federal & State programs
  - Explore Public Facilities Bond Measure and develop supporting data

July 2011

Note: Safe, Clean, and Green are the Council's top priorities with Organizational Health, Land Use, and Fiscal Stability supporting those priorities.

(THIS SLIDE ALSO VIEWABLE/DOWNLOADABLE AT [www.hayward-ca.gov](http://www.hayward-ca.gov) )



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**Crime Prevention Through Environmental Design (CPTED)**

CPTED encourages thoughtful, deliberate restructuring of the physical environment to deter crime and increase safety. "Proper design and effective use of the built environment can lead to a reduction in the fear and incidence of crime and an improvement in the quality of life." CPTED focuses on reducing crime opportunities and on promoting positive social behavior.

**Five Primary Principles**

1. **Natural surveillance** refers to the placement of physical features that maximize visibility. *Example:* The strategic use of windows that look out onto building entrances so that people can see into the building and know that others can see them.
2. **Access management** involves guiding people by using signs, well-marked entrances and exits, and landscaping. It may also include limiting access to certain areas by using real or suggested visual barriers. *Example:* Perimeter landscaping and lighting that reduces the number of unobservable areas.
3. **Territoriality** is defined by a clear delineation of space, expressions of "ownership," and the creation of a welcoming environment. *Example:* displays of locally-produced art, paint brush murals, and the use of school colors to create warmth and express pride.
4. **Physical maintenance** includes repair and general upkeep of space. *Example:* Removing graffiti in public restrooms in a timely manner and making repairs promptly to restrooms, light fixtures, and stairways to maintain safety and comfort.
5. **Order maintenance** involves intervening to correct minor unacceptable acts and providing measures that clearly state acceptable behavior. *Example:* responding to invasion of space or loitering before behavior escalates can deter the escalation.



## **The City of Hayward's Neighborhood Services Initiative**

### **Element 1: Reorganization of Departments to Create Focus on Neighborhoods**

- Integration of Neighborhood Services Programs
- Integration of Maintenance Services operations
- Evaluate Animal Control Services organizational placement

### **Element 2: Creation and Strengthening of Adopted Public Nuisance Ordinance**

- Review for inclusion of all nuisance issues that are spread among other ordinances, such as graffiti, weed abatement, inoperative vehicles, etc.
- Adopt Demolition element within public nuisance ordinance

### **Element 3: Legal Support of Abatement Proceedings**

- Request City Attorney evaluate need and provide continued necessary support for aggressive and immediate action to move to abatement after administrative citation process is exhausted.

### **Element 4: Additional Staffing for Community Preservation Efforts**

- Evaluate alternative funding sources with the goal to provide additional code enforcement personnel to establish a Neighborhood Partnership Program. Funding proposed to come from citation process and RDA transfer with no General Fund impact as part of FY09 budget.

### **Element 5: Creation of Corridor Improvement Program**

- Assign dedicated code enforcement personnel to major commercial corridors, working with Planning Staff to ensure compliance with original conditions of approval and enforce existing conditions.

### **Element 6: Creation of Neighborhood Partnership Program**

- Development of a programmatic approach to establishing neighborhood/City relationship.
- Build system of integration of neighborhood needs with capital improvement requests and 10-year CIP and establish neighborhood project fund using surplus land sale as seed funding source as well as increased RDA funding where possible.

### **Future Element: Police Staffing**

- Consistent with the future Police Department Strategic Plan, create neighborhood/district policing offices with CSO staffing and community meeting space in North, South and Central districts (to be determined) when resources become available.

### **Future Element: Neighborhood Leadership Academy**

- Develop internal Neighborhood Leadership Academy for aspiring neighborhood leaders that want to learn about how the City operates, resource availability/constraints, etc.



## FY 12-13 APPLICATION FOR CITY FUNDING

1. Applicant Name & Program Name (if different): \_\_\_\_\_
2. Program Address: \_\_\_\_\_ 3. Contact Name: \_\_\_\_\_
4. Contact Phone #: \_\_\_\_\_ 5. Contact email: \_\_\_\_\_
6. Is the Applicant a fiscal agent for another organization? YES NO
- If YES, please provide the name of that organization: \_\_\_\_\_

7. This application requests funding for an activity in the following Category of Need (choose only one):
- ☐ Social Services (Housing-Related)      ☐ Social Services (General)      ☐ Nonprofit Facilities
- ☐ Affordable Housing / Housing Rehabilitation Services      ☐ Economic Development (Job Creation)
- ☐ Commercial Rehabilitation in the RDA      ☐ Neighborhoods, Arts, and Events
- ☐ Travel Training / Volunteer Driver Programs (Paratransit)

8. Is Applicant currently an IRS-approved non-profit entity? YES NO
9. Is Applicant currently a State of CA-approved nonprofit entity? YES NO
10. Has Applicant completed a fiscal audit within the past 12 months? YES NO
- If YES, did the audit contain any findings? YES NO
11. Census tract where project/services will be located (see instructions): \_\_\_\_\_
12. How many years has the service organization been providing the *proposed* services? \_\_\_\_\_
- 13a. If this is a **SOCIAL SERVICES, HOUSING, or HOUSING REHABILITATION** request, how many *unduplicated* low-income *Hayward residents* would *directly* benefit in FY 12-13? \_\_\_\_\_
- 13b. If this is a **NONPROFIT FACILITY** application, how many *unduplicated* low-income *Hayward residents* would directly benefit from the proposed facility improvement each year? \_\_\_\_\_
- 13c. If this is an **ECONOMIC DEVELOPMENT** application (choose at least one):
- How many permanent jobs for low-income individuals would be created? \_\_\_\_\_
- AND / OR -
- How many *low-income business* owners would be assisted? \_\_\_\_\_

14. What is the TOTAL cost of the proposed program or project? \$ \_\_\_\_\_
15. Of that total, what amount is being requested from the City of Hayward? \$ \_\_\_\_\_
16. What percentage of the proposed project budget is requested from Hayward? \_\_\_\_\_%
17. If the proposed program would serve any clients who reside outside Hayward in neighboring jurisdictions, has your agency submitted funding applications to those jurisdictions for FY 12-13? YES NO

**NARRATIVE QUESTIONS:** Responses may not exceed the maximum words permitted.

18. Please describe the proposed activities and identify the Hayward *City Council Priority* those services most directly support. **Activities that clearly support one or more of the *City Council Priorities* will be more competitive than those that do not.** (300 words maximum.)

19. Are there any spin-off benefits the proposed activities would produce that would serve the broader community? If so, please describe them. **Applications that produce spin-off benefits that clearly support one or more of the *City Council Priorities* will be more competitive than those that do not.** (300 words maximum.)

20. If this a **SOCIAL SERVICES (Housing-Related or General), NONPROFIT FACILITIES, AFFORDABLE HOUSING, OR HOUSING REHABILITATION** application, please explain how the Applicant would verify, document, and report that 100% of the clients benefiting from the City's funding would be low-income Hayward residents? If this is an **ECONOMIC DEVELOPMENT** application, please explain how the proposed services would create jobs, and what system(s) would be put in place to ensure the jobs would be filled by low-income individuals – OR – how would the applicant measure and report the effectiveness of assistance provided to low-income business owners? (150 words maximum.)

Signatures:

\_\_\_\_\_  
Executive Director

\_\_\_\_\_  
Date

\_\_\_\_\_  
Board President

\_\_\_\_\_  
Date

**City of Hayward**  
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**INSTRUCTIONS FOR COMPLETING THE APPLICATION**

1. Please provide the name of the Applicant agency, and the name of the Program (if different). If the Applicant is a fiscal agent, there will be an opportunity later, in question 6, to name the subrecipient.
2. Please provide the local address where services are provided. This may be different than the Applicant's mailing address, and that's okay. *Use the service delivery address to answer this question.* If the Applicant is a fiscal agent, please provide the service delivery address of the subrecipient.
3. Please provide the name of the person authorized to speak with City representatives regarding the Applicant's proposal. Usually, this is the executive director. The person identified should be able to speak knowledgeably and specifically about the application. If the applicant is a fiscal agent, the fiscal agent should be familiar enough with the proposal to respond to most questions.
4. Please provide a telephone number where the contact person identified in question # 3 (above) may be reached.
5. Please provide the email address for the contact person identified in question # 3 (above). *Please double-check for typos; email is the most common way the City will make contact with Applicants.*
6. If the Applicant named in question #1 (above) is a fiscal agent, please circle YES, & write the name of the subrecipient agency as the response to this question. If the Applicant is not a fiscal agent, please circle NO.
7. There are 8 *Categories of Need*. Please check ONE box that pertains to your application. If it seems that more than one *Category* could apply, don't worry because your application will receive consideration in all the *Categories* before it is evaluated competitively in the most appropriate *Category*, as determined by the Community Services Commission and City staff. If your agency is submitting more than one application (e.g., one for social services, and one for a facilities project), each application must be submitted separately.
  - If the application requests funding to provide housing-related social services (including homeless services) to low-income people, please check the **Social Services (Housing Related)** box.
  - If the application requests funding to provide non-housing-related social services to low-income people, please check the **Social Services (General)** box.
  - If the application requests funding to make facility improvements at a location where social services are provided to low-income Hayward residents, please check the **Nonprofit Facilities** box.
  - If the application requests funds to support eligible activities associated with the development of affordable housing, or to provide housing rehabilitation services for low-income homeowners or tenants, please check the **Housing / Housing Rehabilitation Services** box.
  - If the application proposes to create jobs for low-income people, or to provide technical assistance to low-income business owners, please check the **Economic Development** box.
  - If the application seeks to eliminate blight in the City's Redevelopment Area through commercial rehabilitation, please check the **Commercial Rehabilitation in the RDA** box.

There are two *Categories of Need* that are NOT subject to the FY 12-13 competitive funding process calendar. Applications received in the following categories are reviewed by the Community Services Commission and may be referred by the Commission or City staff for funding consideration by other City departments or programs, subject to City Council authorization. The following Categories of Need provide a mechanism to: 1) allow nonprofit agencies to request City funding through an open, public process, and 2) facilitate fair and consistent application of the City's minimum contracting standards.

- If the application requests funding for an event, program, or activity that is open to all Hayward residents, or benefits a particular Hayward neighborhood, please check the **Neighborhoods, Arts, and Events** box. This category excludes events that are intended to be primarily for nonprofit fundraising purposes.
- If the application requests funding to provide Travel Training to seniors and people who have disabilities, or to establish and operate a Volunteer Driver Program to assist seniors and people who have disabilities, please check the **Travel Training / Volunteer Driver Programs (Paratransit)** box.

**8.** Please circle YES if the Applicant is an IRS-approved non-profit entity. If the answer to this question is NO, then a fiscal agent must be used. **The fiscal agent must apply for the funding.**

**9.** Please circle YES if the Applicant is a non-profit entity registered with the Secretary of State's office. If the answer to this question is NO, then a fiscal agent must be used. **The fiscal agent must apply for the funding.**

**10.** Please circle YES if the Applicant has completed a fiscal audit within the past 12 months. Indicate whether the audit contained any findings by circling YES or NO. If the Applicant has not completed a fiscal audit within the past 12 months, then a fiscal agent must be used. **The fiscal agent must apply for the funding.**

**11.** The US Census Bureau's website will help you locate the census tract number where the proposed project is to be located, using the street address and zip code. Please enter or copy and paste the following URL into your browser, and you will be taken to the Census Bureau's census tract database:

[http://factfinder.census.gov/servlet/AGSGeoAddressServlet?\\_lang=en&\\_programYear=50&\\_treeId=420](http://factfinder.census.gov/servlet/AGSGeoAddressServlet?_lang=en&_programYear=50&_treeId=420)

**12.** Please indicate the number of years of experience the Applicant (or service organization, if using a fiscal agent) has provided the proposed services. If the activities proposed are a new type of service to augment an existing service - for example, adding a housing case manager at an existing homeless drop-in center - please indicate the number of years operating the drop-in center.

**13a.** If the application requests **Social Services (Housing-Related or General), Affordable Housing, or Housing Rehabilitation** funding, please indicate the number of *unduplicated* low-income Hayward *individuals* the proposed program would *directly* assist during FY 12-13. Please do *not* provide the number of households assisted as the response to this question. If all members of a household benefit directly – as would be the case if a family's furnace was replaced, for example – then it is appropriate to report all members of the household served as individuals. There is an opportunity later, in question 18, to describe indirect benefits to households and the broader community.

**13b.** If the application requests **Nonprofit Facilities** funding, please indicate the number of *unduplicated* low-income Hayward *individuals* who would directly benefit from the facility improvement during FY 12-13.

**13c.** If the application is for **Economic Development** funding, please estimate the number of **permanent jobs** (or full-time equivalents) for low-income individuals would be created, and/or the number of **low-income business owners** who would be assisted.

**14.** Please indicate the amount of the entire program or project (not agency) budget.

**15.** Please indicate the amount of money that is being requested from the City of Hayward.

**16.** Please calculate the percentage of the program budget requested from the City of Hayward. (Divide the answer to question 15 by the answer to question 14. ☺ )

**17.** If the proposed program serves clients from jurisdictions outside of Hayward, please indicate by circling YES or NO as to whether the Applicant has applied for funding from those respective jurisdictions to support the proposed program.

#### **NARRATIVE RESPONSES:**

Please do not exceed the word limits that apply to each of the narrative questions; to do so could result in evaluators' perception that unfair advantage was taken over Applicants who complied with the word limits. The most effective and competitive responses will come to the point quickly and, within the framework provided, articulate logical connections between proposed activities and one or more of the City Council Priorities.

**18.** Please review page 3 of this application packet, which summarizes the CDBG Program's eligibility guidelines, as well as the *City Council Priorities* (page 5), and the *Neighborhood Services Initiative* (page 7).

Identify the City Council *Priority(s)* or *Element(s)* your agency's proposal most clearly supports. Many of the *City Council Priorities* pertain to safety, health and wellness, and quality of life in the City's various neighborhoods. The *Elements* in the *Neighborhood Services Initiative* delineate the efforts of City programs to beautify and improve the quality of life in our neighborhoods. It may be helpful to interpret the values represented by the *Priorities* and *Elements* to demonstrate connections, and link those values to your proposed project.

**NOTE:** Please refer to page 6 for a summary of "*Crime Prevention Through Environmental Design*" (CPTED) principles. CPTED is mentioned under City Council's *Crime and Public Safety Priority*.

*Example:* A drop-in center submits an application to hire a substance abuse counselor to work with clients who are trying to maintain their sobriety. Under the City Council's Crime and Public Safety Priority is a Social Host Ordinance, which provides increased penalties for adults who provide alcohol to minors. This seems to reflect the City Council's intention that drug and alcohol abuse be prevented. A substance abuse counselor would help to prevent relapse and abuse by helping clients gain insight into their addictions.

**19.** The City Council *Priorities* and *Neighborhood Services Initiative* seeks to improve the quality of life for all Hayward residents, including those who have limited incomes. Please explain if or how the services proposed in the application would have a beneficial effect on the overall community. Again, it may be helpful to interpret the values represented by the City Council *Priorities* and link those values to your program and the broader community.

Example: *A homeless shelter requests funding for overnight security staffing. The housing complex is located in an area that is frequently the target of graffiti tagging and auto burglaries. Under Crime and Public Safety, City Council seems to communicate a desire to prevent crime by applying "Crime Prevention Through Environmental Design" (CPTED) principles. By providing a visible, consistent presence, the overnight security staff would have a deterrent effect on crimes at the homeless shelter, and a stabilizing effect on the adjacent areas as well.*

**20.** If this a **SOCIAL SERVICES (Housing-Related or General)** or **HOUSING / HOUSING REHABILITATION** application, please explain how the Applicant would verify, document, and report that 100% of the clients benefiting from the City's funding would be low-income Hayward residents - **OR** - If this is an **ECONOMIC DEVELOPMENT** application, please explain how the proposed services would create jobs, and what system(s) would be put in place to ensure the jobs would be filled by low-income individuals – OR – how would the applicant measure the effectiveness of assistance provided to low-income business owners?

**PLEASE NOTE:** The application requires the authorization of the Applicant's Board of Directors. Upon request a copy of the Board Resolution authorizing its submission must be provided.



**City of Hayward**  
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**ATTACHMENTS:**

**Redevelopment Area Map (pg 14)**

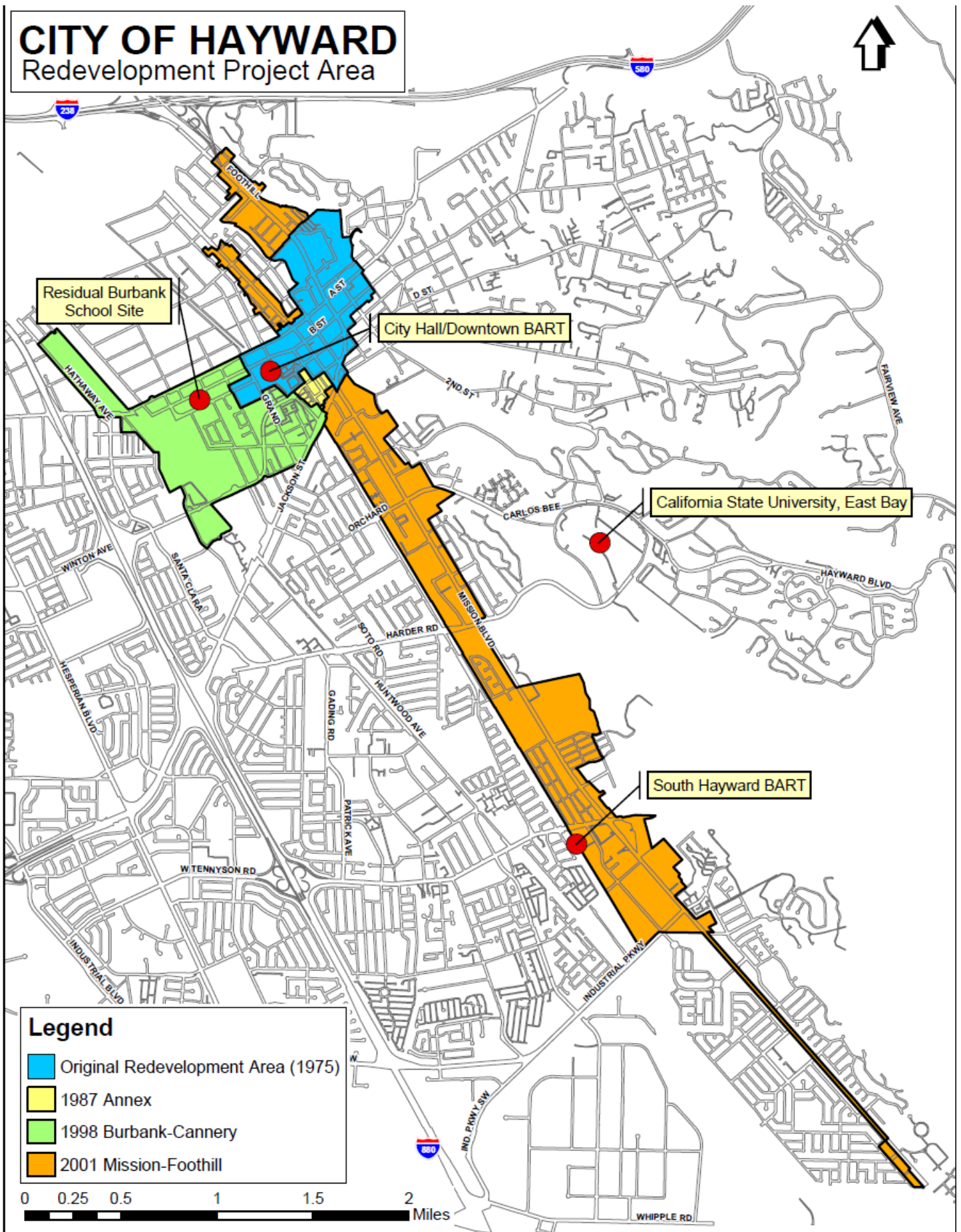
**Low-Income Census Tract Map (pg 15)**

**HUD 2011 Low-Income Threshold Chart (pg 16)**

**Grant Programs in Alameda County (pg 17)**

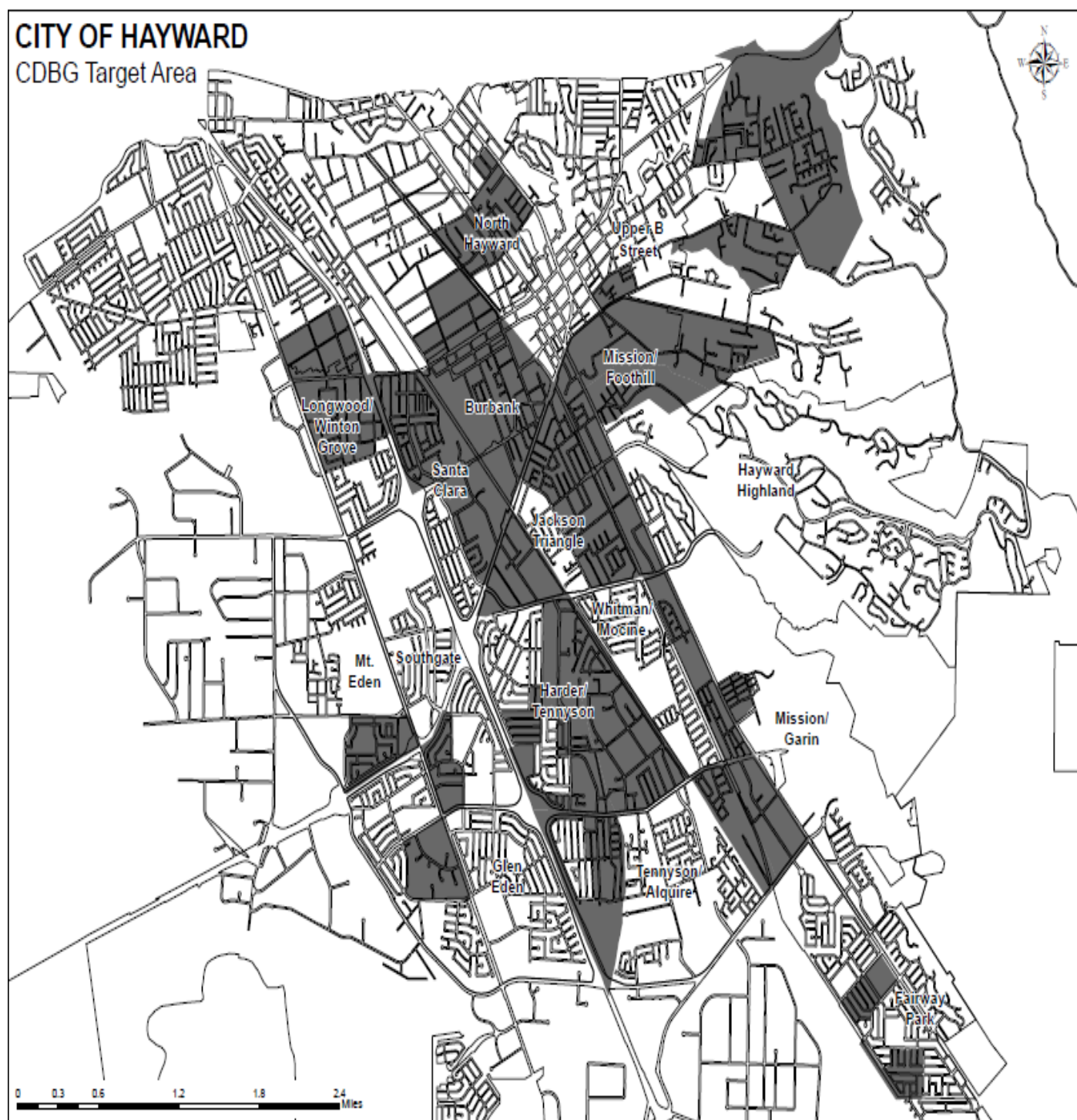
# CITY OF HAYWARD

## Redevelopment Project Area



# CITY OF HAYWARD

CDBG Target Area





## COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM FY 11-12 INCOME LIMITS

(USE THIS CHART IN PLANNING YOUR FY 12-13 APPLICATION FOR FUNDING)

Household Size	1	2	3	4	5	6	7	8
<b>Extremely Low (30% LMI)</b>	\$19,400	\$22,200	\$24,950	\$27,700	\$29,950	\$32,150	\$34,350	\$36,600
<b>Very-Low (50% LMI)</b>	\$32,350	\$36,950	\$41,550	\$46,150	\$49,850	\$53,550	\$57,250	\$60,950
<b>Low (80% LMI)</b>	\$46,050	\$52,600	\$59,200	\$65,750	\$71,050	\$76,300	\$81,550	\$86,800



## GRANT PROGRAMS IN ALAMEDA COUNTY

### Alameda County

Contact Person: Kelly Thiemann  
Email: [kelly.thiemann@acgov.org](mailto:kelly.thiemann@acgov.org)  
Web: [www.acgov.org/cda/hcd/](http://www.acgov.org/cda/hcd/)  
Phone: 510-670-5280  
Application deadline: February

### City of Alameda/Housing Authority

Contact Person: Susie Brown  
Email: [s.brown@ci.alameda.ca.us](mailto:s.brown@ci.alameda.ca.us)  
Web: [www.ci.alameda.ca.us/devservices/](http://www.ci.alameda.ca.us/devservices/)  
Phone: 510-747-4316  
Application deadline: February

### City of Albany

Contact Person: Ann Chaney  
Email: [achaney@albanyca.org](mailto:achaney@albanyca.org)  
Web: [www.albanyca.org/dept./comdev.html/](http://www.albanyca.org/dept./comdev.html/)  
Phone: 510-528-5760  
Application deadline: December

### City of Dublin

Contact Person: Gaylene Burkett  
Email: [gaylene.burkett@dublin.ca.gov](mailto:gaylene.burkett@dublin.ca.gov)  
Web: [www.dublin.ca.gov/departmentsublevel2](http://www.dublin.ca.gov/departmentsublevel2)  
Phone: 925-833-6610  
Application deadline: December

### City of Emeryville

Contact Person: Helen Bean  
Email: [hbean@emeryville.gov](mailto:hbean@emeryville.gov)  
Web: [www.emeryville.gov/econdev/housing](http://www.emeryville.gov/econdev/housing)  
Phone: 510-596-4354  
Application deadline: December

### City of Fremont

Contact Person: Lucia Hughes  
Email: [lhughes@fremont.gov](mailto:lhughes@fremont.gov)  
Web: [www.fremont.gov](http://www.fremont.gov)  
Phone: 510-574-2043  
Application deadline: January

### City of Livermore

Contact Person: Frances Reisner  
Email: [fdreisner@ci.livermore.ca.us](mailto:fdreisner@ci.livermore.ca.us)  
Web: [www.ci.livermore.ca.us/communitydevelopment](http://www.ci.livermore.ca.us/communitydevelopment)  
Phone: 925-960-4582  
Application deadline: January

### City of Newark

Contact Person: Karen Kristiansson  
Email: [karen.kristiansson@newark.org](mailto:karen.kristiansson@newark.org)  
Web: [www.ci.newark.ca.us](http://www.ci.newark.ca.us)  
Phone: 510-578-4335  
Application deadline: Open (Capital Improve. Only)

### City of Oakland

Contact Person: Michele Byrd  
Email: [mbyrd@oaklandnet.com](mailto:mbyrd@oaklandnet.com)  
Website: [www.ci.oakland.ca.us/hcd/cdbg](http://www.ci.oakland.ca.us/hcd/cdbg)  
Phone: 510-238-3716  
Application deadline: September

### City of Pleasanton

Contact Person: Scott Erickson  
Email: [serickson@ci.pleasanton.ca.us](mailto:serickson@ci.pleasanton.ca.us)  
Web: [www.ci.pleasanton.ca.us/community/housing](http://www.ci.pleasanton.ca.us/community/housing)  
Phone: 925-931-5007  
Application deadline: February

### City of San Leandro

Contact Person: Steve Hernandez  
Email: [shernandez@ci.san-leandro.ca.us](mailto:shernandez@ci.san-leandro.ca.us)  
Web: [www.ci.sanleandro.ca.us](http://www.ci.sanleandro.ca.us)  
Phone: 510-577-6005  
Application deadline: January

### City of Union City

Contact Person: Vern Smith  
Email: [vsmith@ci.union-city.ca.us](mailto:vsmith@ci.union-city.ca.us)  
Web: [www.ci.union-city.ca.us/commdev/housing](http://www.ci.union-city.ca.us/commdev/housing)  
Phone: 510-675-5322  
Application deadline: February